Amendments to the Specification:

Amend the paragraph beginning on page 3 line 12 as follows:

The facility integrates a variety of variables when making its advertising message presentation decision. These variables include click-stream data indicating the sequence of links that the user has traversed, and client transaction data indicating transactions that the user has entered into, such as purchase transactions; real-time data indicating current actions of the user, such as the current page being viewed by the user, and historical data indicating past actions of the user, such as web pages visited by the user, and advertising messages presented to the user; and user data pertaining specifically to the user and global data pertaining to larger groups of users, or that is user-independent, such as the current time and other variables relating to the current time. The integration of these different types of data is a departure from conventional customer targeting techniques.

Amend the paragraph beginning on page 7 line 5 as follows:

Figure 5 is a targeting diagram for a targeting program having two test groups, two segments, and two treatments. This testing program is similar to the one shown in Figure 4, except that it provides multiple treatments for each segment. This is illustrated by the "Cross-Sell" segment for the first test group. Cookies in the first test group that are directed to column 521 and satisfy test 530 are split into two groups, called treatment subgroups. A first treatment subgroup of cookies, constituting 75% of the cookies in test group 1, are subjected to a first treatment and presented with advertising message 531. A second treatment subgroup of these cookies constituting 25% of the cookies in the first test group are subjected to a second treatment, and presented with advertising message 532. Other segments for both test groups are each similarly split into two treatments. While the number of treatments shown for each segment in Figure 5 is the same, each segment may have any number of conditionstreatments.